

bar code, a radio frequency identification transponder, and data recorded magnetically.

12. (Previously presented) The method of claim 7, wherein said identifying data is selected from the group consisting of: a product identifier, a serial number, a user identifier, a URL or other reference to a web side, and combinations thereof.
13. (Previously presented) The method of claim 7, wherein a cookie is used to communicate between said remote computer.

REMARKS

Claims 1, 3-4, 6-10, and 12-13 are in the application. Claims 2, 5 and 11 have been canceled. No Claim stand allowed.

The Examiner states the information disclosure statement filed 4/29/04 fails to comply with 37 CFR 1.98(a)(2) is hereby corrected and enclosed with this response.

The Examiner states Claims 1-12 are rejected under 35 U.S.C. 102(e) as being anticipated by US Patent 5,978,733 issued to Hudetz et al. (Hudetz). In response applicants have amended the Claims 1, 4, and 7 to replace identification tag with radio frequency identification tag. Hudetz fails to teach or disclose a radio frequency identification tag. At page 8, lines 11-20, applicants describe a significant advantage of RFID systems is the non-contact, non-line-of-sight nature of the technology and range. Tags can be read through a variety of substances such as snow, fog, ice, paint, crusted grime, and other visually and environmentally challenging conditions. In comparison, barcodes or other optical read technologies are problematic. RFID tags can also be read in challenging circumstances at high speeds, typically responding in less than 100 milliseconds. Support for the amendment can be found in the specification on page 3, lines 14-15.

For the foregoing reasons alone, it is respectfully submitted that, the Hudetz patent fails anticipate the present invention. Claim 3 is dependent on amended Claim 1, and Claims 6-7 are dependent, either directly or indirectly, on amended Claim 4 and Claims 8-10 and 12-13 are dependent on amended Claim 7. As such these dependent Claims inherit of the limitations of their respective parent Claim so that their allowance is

urged for the same reasons as set forth hereinabove, among others, in discussing their respective parent Claims.

The Examiner states Claim 13 is rejected under 35 U.S.C. 103 as being unpatentable over US Patent 5,978,773 issued to Hudetz et al. (Hudetz) in view of US Patent 6,081,508 issued to West et al. (West).

As discussed above, Hudetz fails to disclose or teach a radio frequency identification tag, whereas West only discusses a method of establishing remote access to a local computer network where the cookie is for the user that is logged into the remote computer. Therefore, the references provide no motivation for one skilled in the arts to combine the two to obtain the present invention.

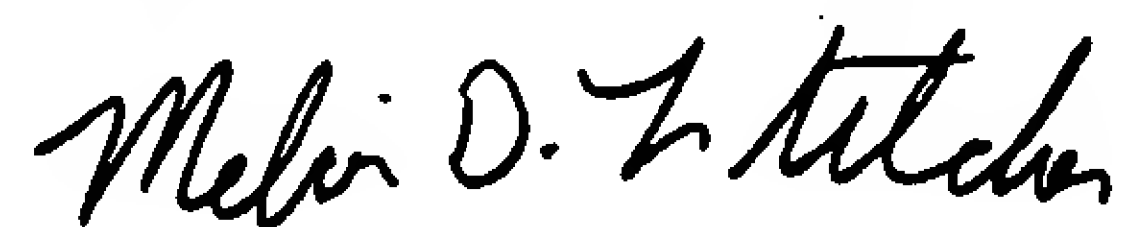
The Examiner states US Patent 5,857,175 issued to Day et al., Fig. 1, col. 1 lines 25 -67 is prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

In response, Day relates to a point of sale marketing and purchase behavior monitoring system using barcode and barcode readers. Day does not disclose or teach radio frequency identification tags used in the present invention.

In view of the above, it is respectfully requested that the rejection of Claim 13 as being obvious under 35 USC §103 over Hudetz, in view of West be withdrawn.

Reconsideration of the present application and allowance of Claims 1, 3-4, 6-10, and 12-13, as amended, are respectfully requested.

Respectfully submitted,



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